

## Senior User Experience Designer — Deloitte July 2022 - Present

- Leading design efforts for a global web migration and prioritizing AI integrations for enhanced user experience.
- Conducting usability studies to challenge established thinking and partnering closely with the user research team for user-centric enhancements.
- Collaborating with the design system team to evolve and improve the system, ensuring high accessibility standards and integrating new interaction patterns.
- Designed an intuitive hub and engineered a streamlined filtering system, integrating accessibility best practices.
- Crafted a user-friendly website for the Deloitte Foundation and revamped the Tax incentives web application for improved user experience.

## Product Designer — Indo Svelte July 2021 - Dec 2022

- Orchestrated the launch of an e-commerce venture targeting a \$500M women's apparel market through Shopify.
- Led business model design, user research, social media marketing, SEO, and CMS activities.
- Designed brand identity, established a design system, formulated information architecture, and created a responsive website design.

## Freelance UI/UX Designer Sep 2020 - June 2021

- YBuy: Designed a peer-to-peer rental marketplace mobile application. Delivered empathy maps, personas, affinity maps, user flows, sitemaps, wireframes, and prototypes.
- Life Rhythm: Conceptualized and designed an iOS mobile app, transforming a basic IoT proposition into a comprehensive smart life solution.

## Product Development Manager — VCNY Home, NJ Feb 2017- Mar 2020

- Lead the creative strategy and execution of product development, including curtains, bedding, rugs, and pillows.
- Collaborated cross-functionally with design, sales, merchandising, and sourcing teams to meet client expectations.
- Identified market gaps, conducted trend forecasts, market research, competitor analysis, and sales reporting.
- Achieved a 25% sales volume increase by introducing 3D renderings for design presentations.

## Freelance Graphic Designer 2016-2017

- At Glitch Media, designed social media advertising campaigns and completed over 50 graphic design projects, resulting in a 5% increase in client transactions.
- Created 200+ infographics for board presentations at Swoogle Inc. and developed concepts and sample layouts for social media.
- Developed branding, product catalogs, and newsletter campaigns for A1 Home.

## Senior Designer — Casa Paradox 2014-2016

- Lead a design team in the development of soft home products.
- Crafted a new brand identity for a sub-brand and designed packaging, marketing materials, and more.

## Textile Designer — Centex International 2012-2014

- Created seasonal trend boards and designed collections of scarves by working in cross-functional teams including Development, Production, and Sales

## EDUCATION

### Interaction Design Foundation - Oct - Jan 2021

Human Computer Interaction

### Springboard - April - Oct 2020

UX Design

### National Institute of Fashion Technology, India - Aug 2008 - May 2013

Bachelors of Design

## SKILLS

### Design

User Research  
Design Thinking  
Information Architecture Persona  
Storyboarding Wire-  
framing Responsive  
Design Interaction  
Design Rapid  
Prototyping  
Usability Testing

### Tools

Figma  
Sketch  
InVision  
Balsamiq  
Miro  
Adobe Creative Suite  
Google Analytics Shopify